

Saving the youth

Opioids issue

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# Saving the youyh

CAUSE

Opioid overdose awareness and prevention.

BACKGROUND

Every day, more than 115 Americans die after overdosing on opioids.1 The misuse of and addiction to opioids—including prescription pain relievers, heroin, and synthetic opioids such as fentanyl—is a serious national crisis that affects public health as well as social and economic welfare. The Centers for Disease Control and Prevention estimates that the total "economic burden" of prescription opioid misuse alone in the United States is $78.5 billion a year, including the costs of healthcare, lost productivity, addiction treatment, and criminal justice involvement.

In the late 1990s, pharmaceutical companies reassured the medical community that patients would not become addicted to prescription opioid pain relievers, and healthcare providers began to prescribe them at greater rates. This subsequently led to widespread diversion and misuse of these medications before it became clear that these medications could indeed be highly addictive.3,4 Opioid overdose rates began to increase. In 2015, more than 33,000 Americans died as a result of an opioid overdose, including prescription opioids, heroin, and illicitly manufactured fentanyl, a powerful synthetic opioid.1 That same year, an estimated 2 million people in the United States suffered from substance use disorders related to prescription opioid pain relievers, and 591,000 suffered from a heroin use disorder (not mutually exclusive).

TARGET AUDIENCE

People taking prescription opioids, friends and families and the general public.

MISSION

Create innovative ideas that raise awareness of opioid overdose and making people aware of the signs and take action and also encourage the core target group to talk to a doctor or pharmacist about managing the risk of overdose.

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KEY MESSAGE/GOAL FOR APP

Opioid overdose is a serious danger and could be closer to home then you think

TONE

Serious but not condemning and insightful

CATEGORIES

APP, Print, Outdoor, Digital, Activation, Design, Integrated

PLAN TO REACH GOAL

My plan to reach my goal is to spread the word. To go lengths to get our voices herd not lowered and give people simple info to get over and help prevent this type of over dose.

MORE INFORMATION

<https://www.cdc.gov/drugoverdose/index.html>

<https://drugabuse.com/library/opioid-overdose/>

<https://americanaddictioncenters.org/prescription-drugs/opiate-overdose/>